

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | |
|---|---|---------------|----------------|---------------------|--------------|--------------------------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | |
| CONVEYING PARTY DATA | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Nikhil CHHAOCHHARIA</td> <td>09/02/2011</td> </tr> <tr> <td>George Paulose KOOMULLIL</td> <td>09/02/2011</td> </tr> </tbody> </table> | | Name | Execution Date | Nikhil CHHAOCHHARIA | 09/02/2011 | George Paulose KOOMULLIL | 09/02/2011 |
| Name | Execution Date | | | | | | |
| Nikhil CHHAOCHHARIA | 09/02/2011 | | | | | | |
| George Paulose KOOMULLIL | 09/02/2011 | | | | | | |
| RECEIVING PARTY DATA | | | | | | | |
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| City: | Bangalore, Karnataka | | | | | | |
| State/Country: | INDIA | | | | | | |
| Postal Code: | 560047 | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>PCT Number:</td> <td>IB2011052682</td> </tr> </tbody> </table> | | Property Type | Number | PCT Number: | IB2011052682 | | |
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| PCT Number: | IB2011052682 | | | | | | |
| CORRESPONDENCE DATA | | | | | | | |
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| ATTORNEY DOCKET NUMBER: | 006.P075 | | | | | | |
| NAME OF SUBMITTER: | Blayne D. Green | | | | | | |
| Total Attachments: 4 source=Assignment_Inventors_to_Indus_Techinnovations_LLP_006_P075#page1.tif source=Assignment_Inventors_to_Indus_Techinnovations_LLP_006_P075#page2.tif source=Assignment_Inventors_to_Indus_Techinnovations_LLP_006_P075#page3.tif source=Assignment_Inventors_to_Indus_Techinnovations_LLP_006_P075#page4.tif | | | | | | | |

OP \$40.00 IB2011052682

ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Nikhil CHHAOCHHARIA, H403 Hazel, Raheja Residency, 7th Cross, 3rd Block, Koramangala, Bangalore 560034, Karnataka, India and George Paulose KOOMULLIL, No. 73, Adarsh Vista, Basavanagar, Bangalore 560037, Karnataka, India ("Assignor")

(collectively, "Assignor"),

effective as of July 01, 2010 hereby sells, assigns, transfers, and conveys unto Indus Techninnovations LLP, Unit A-1, SNEHAJYOTI, No.37, Srinivagalu Main Road, Ejipura, Bangalore 560047, Karnataka, India

("Assignee"), all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "Rights"):

1. the inventions disclosed in the solution report/invention disclosure titled REAL-TIME AGGREGATION OF USER PROFILES FOR TARGETED SERVICES and all inventions claimed and/or described in the Application (collectively, the "Invention");

2. the patent applications listed in the table below (the "Application");

| Patent Application No. | Country | Filing Date | Title |
|------------------------|---------|----------------|-----------------------------|
| 1023/CHE/2011 | India | March 30, 2011 | REAL-TIME TARGETED MESSAGES |
| PCT/IB2011/052682 | PCT | June 20, 2011 | REAL-TIME TARGETED MESSAGES |
| | | | |

3. all rights with respect to the Invention, including all UNITED STATES patents or other governmental grants or issuances that may be granted with respect to the Invention or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the Application ("Potential Patents");

4. all reissues, reexaminations, extensions, or registrations of the Potential Patents;

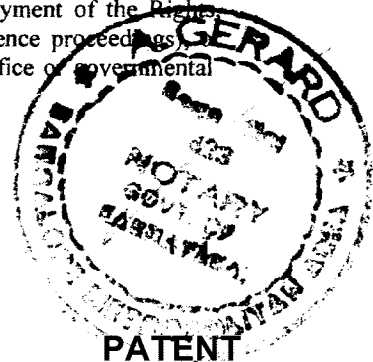
5. all non-United States patents, patent applications, and counterparts relating to any or all of the Invention, the Application, and the Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("Foreign Rights"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;

6. all rights to claim priority rights deriving from the Application;

7. all causes of action and remedies related to any or all of the Application, the Invention, the Potential Patents, and the Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and

8. any and all other rights and interests arising out of, in connection with, or in relation to the Application, the Invention, Potential Patents, and the Foreign Rights.

Assignor will not sign any document or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), and perfect or defend title to the Rights. Assignor requests the respective patent office or governmental



agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

Assignor hereby authorizes and requests authorized representative to insert on this Assignment the filing date and Patent Application Numbers in the table above when known.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignor, their successors, legal representatives and assigns.

[Signature Page(s) to Follow]



By: Nikhil Chhaochharia
Print name: Nikhil CHHAOCHHARIA

ATTESTATION

The undersigned witnessed the signature of Nikhil CHHAOCHHARIA to this document and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Nikhil CHHAOCHHARIA is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 2nd Sept, 2011, to execute this document.
3. Nikhil CHHAOCHHARIA subscribed to this document.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that the foregoing is true and correct.

By: [Signature]
Print name: [Name of 1st Attestor] R. Hariharan

By: [Signature]
Print name: [Name of 2nd Attestor] AMRITA LAKSHMI



TESTED TRUE COPY
A. GERARD B.Sc., LL.B.
ADVOCATE & NOTARY
No. 154, RAYAPPA ROAD
RAMMANAHALLI
BANGALORE- 530 008
PH. 245124879

By: 


Print name: George Paulose KOOMULLIL

ATTESTATION

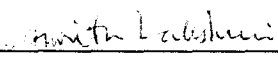
The undersigned witnessed the signature of George Paulose KOOMULLIL to this document and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. George Paulose KOOMULLIL is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 2nd September, 2011, to execute this document.
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By: 

Print name: [Name of 1st Attestor] R. Hariharan

By: 

Print name: [Name of 2nd Attestor] AMRITA LAKSHMI



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